

Winnipeg The Wonderful



**Pages in the History of a City of great possibilities, where
People from many Lands gather. In Public
Improvements the City keeps pace with
Billion Dollar Bank Clearings
and big Building Ex-
penditures**

**For additional copies of this story apply to
CHAS. F. ROLAND
Editorial Department, Winnipeg Industrial Bureau**

WINNIPEG THE WONDERFUL

THE story of Winnipeg in its general aspects is getting to be fairly well known to many people, but the very remarkableness of it, both in its past and present happenings and its possibilities for the future, make this story of perennial—even daily—interest.

In some respects the story of Winnipeg is unique; in all respects remarkable. No other city in the world has ever grown from so tiny and inconspicuous a beginning to so great a size and so much importance in so short a space of time. Very few cities have ever surmounted the absence of advantage to make such progress towards becoming a city of metropolitan size as Winnipeg has, and it is no exaggeration to say that there are very few cities in the world—probably none—with a future so promising and well assured as Winnipeg's.

It may not be necessary, but it is surely not out of place, to recall that in 1870 Winnipeg had no more than 215 souls as its population. At that time the place was but a tiny trading post in the system of such posts by which the Hudson's Bay Company covered the North-West for its operations in fur trading. The country was little known beyond the limited circle of the trappers and half-breeds who made their living there. It was no part of the plan of the big fur-trading companies to give publicity to the fact that their domain covered one of the richest agricultural sections of the world. Farming and fur trading are antipathetic pursuits, and the fur traders had done their best—or worst—to keep knowledge of the richness of the Canadian North-West where it would do the least harm to them—to themselves. And they had succeeded fairly well. So little had leaked out concerning the wonderful fertility of the soil and the splendid resources of the North-West that so lately as 1881, when the first rails were laid west of Winnipeg, there were only 66,000 people in all the North-West Territories between the Great Lakes and the Rockies. Colonization efforts made by Lord Strathcona and others of less note had done very little toward settling a country that now produces crops worth \$200,000,000 a

year, and where cities and towns are springing up and growing with marvellous rapidity—a country that is the wonder of the twentieth century.

In contributing to the million and a half of people who are now in Western Canada, in getting the nine or ten million acres of wheat lands that are under the plough in the three Provinces under cultivation, in promoting the enormous railway development that has come to the country during the past quarter of a century, in increasing commerce and trade of the West from the small—though important then—transactions of the fur traders to traffic that taxes the capacity of three big railway systems to handle; in all of this and much more that has happened in Western Canada since 1870, Winnipeg has had its full share.

Beyond a doubt, Winnipeg is fortunately placed, even though there seems to be nothing about its location that entitles it to become the great city that it surely will be. The Hudson's Bay pioneers seem to have been gifted with almost infallible foresight in selecting the points for their principal trading posts. But the reasons that were pertinent in the case of the Hudson's Bay post did not apply to the conditions precedent to the building of a big city. Canoes bearing trappers and their furs and goods to and fro found the Red and the Assiniboine convenient avenues for travel, but except to a limited degree, neither of these rivers afforded much in the way of transportation facilities of a sort to supply a big city with means of communication and freight carrying.

Nevertheless, Winnipeg has grown and thriven beyond the ken of man except in other cases of prodigious growth and development such as overtook Chicago, for instance. The population and property growth of Winnipeg have advanced by bounds rather than the usual steps. From 215 in 1870, the city's population is now certainly 150,000, and the directory census that was taken at the close of 1911 places the number of people in Winnipeg and the close-lying suburbs of St. Charles and St. Boniface at 200,000. In value of assessable property the growth has been no less remarkable. There are no means at hand of determining the assessment for 1870, but so recently as 1891 the total assessment for Winnipeg was \$19,994,224 and for 1911 it was \$172,677,250—figures that are eloquent of the growth and progress made by the city during those years. Strong light is thrown on the property assessment figures by the building records of the city which show that during the eight years from 1904

to 1911, inclusive, Winnipeg erected new buildings to the value of over \$75,000,000, a record that probably has not been equalled by any city of modern times of like size.

A resume of the growth of Winnipeg during 1911 shows that there is no falling away from the remarkable records of previous years. Indeed, the records go to show that Winnipeg, having advanced to a considerable size and position by a series of prodigious leaps, is now gathering to herself growth even greater than that was made before, by the natural process of accretion that comes to masses of matter or money arrived at a certain stage of size and power.

The increase of population in Winnipeg has been very great during the past year. It has been the rule, of course, for the population of Winnipeg to increase rapidly. Between the city censuses of 1905 and 1906 the increase was 21,082, this being the largest recorded gain in a year. The directory census for 1910 and 1911—to January 1—show a gain of 21,000 for the year ending with that date. It is gratifying to note that rural population is increasing, and that the agricultural lands are being rapidly developed as well as the smaller towns of the west. This tendency makes for more general and substantial growth, and produces better results for Winnipeg.

Bank clearing figures give good and reliable indication of the progress and development of trade, and these figures for the year 1911 show great growth of trade. The sum of the clearing was \$1,172,762,142, and these figures show an increase over 1910 of over \$219,000,000. 1911 bank clearings have put Winnipeg in the billion-dollars class among the cities of Canada, a class heretofore taken by only Montreal and Toronto, and it is to be noted, too, that while Montreal has been in this class since 1902, and Toronto since 1905, Winnipeg's bank clearings in 1902 amounted to the comparatively small amount of \$188,370,003, and in 1905 to no more than \$369,868,178; thus Winnipeg's gain in volume of bank clearings since 1902 has been far and away greater than that of any city in Canada with a record covering the same period.

Building in Winnipeg since the opening of the year 1911 has been extremely active, so active that the figures for the year show over \$17,550,000 expenditure, which surpasses the great record of 1910 when \$15,116,450 was put into new buildings in Winnipeg. This great addition to Winnipeg buildings is brought about by the very great demand that exists for increased business accommodation,

and for homes for the people who are coming to Winnipeg from other parts.

Winnipeg's industrial development has kept proportionate pace with other lines of growth. A new census of industrial firms for 1911 shows that some thirty-three new manufacturers have established plants here during the year. This brings the total of manufacturing establishments in Winnipeg up to 276. The most careful estimate that can be made places the value of the manufacturing output at \$36,000,000, an amount which puts Winnipeg in fourth place among Canadian cities. The city power plant, completed in 1911, will do a very great deal to promote the industrial development of Winnipeg by reducing the cost of power to consumers. This plant is now delivering power and light to consumers at cost. Situated on the Winnipeg River at Point du Bois, where \$4,000,000 is being expended in developing one of the greatest natural water powers of Canada. This municipal power plant will furnish 18,000,000 horse power for use in the first installation, and competent engineers have laid the foundation for a plant at Point-du Bois for the enormous output of 100,000 horse power.

As a wholesale distributing centre Winnipeg has advanced to the top of the list in Western Canada. The wholesale turnover of the city is not less than \$120,000,000, and is increasing very fast. The large firms that have established themselves in Winnipeg have set up many branch houses in other cities of the West and are covering the country very rapidly with a complete system of main and branch stores that must grow to enormous size through the demands made upon them. Winnipeg is attracting a deal of attention as a convention city. There are numerous good hotels in the city, and to this capacity for administering to the comfort of a large number of visitors is added easy access by railway from all parts of Canada and from the most thickly settled parts of the United States. An important instance of appreciation of Winnipeg as a convention city was that over 25 conventions held their meetings in Winnipeg in 1911. Through such gatherings as that of the British Association for the Advancement of Science in 1909, Winnipeg and the whole West obtain an advertisement to the world that cannot be estimated for value and class, proceeding as it did from a set of men who are foremost in their respective communities for accuracy of observation and reliability of statement. During the next few years Winnipeg will be the gathering place for a number of conventions made

up of large numbers of men chosen for outstanding qualities to represent their fellow-men.

Sports and sports gatherings help to make Winnipeg an attractive city to live in. Under existing conditions of life no city that does not lend itself to enjoyment of sports can hope to be favored among communities. In this respect Winnipeg has found great favor with the people who make up her own population and with those who visit the city. The big honspiel week that takes place every winter has placed Winnipeg on the world's map of sports events, being in fact one of the biggest things in sports in all the world. Summer sports that include baseball, cricket, lacrosse, tennis, lawn bowling, polo, horseracing, rowing, trap shooting, and field hunting after July 1, make up a sports programme that would be hard to beat, and the splendidly long and generally clear summer days lend additional charm and value to the city as a place for full enjoyment of sports opportunities. In the fall the ducks and prairie chickens give the hunter of small game his fill of such sports, and since each season has its appropriate line of sports events, the most special or the most catholic taste in sports may be suited and satisfied.

Civic improvements of recent date have been kept well up to the mark demanded by the rapid growth of a modern city. For that feature of highway improvement which puts Winnipeg in a class by itself—the expenditure of over \$1,000,000 was made in the year 1911. This item of public cost is an important one, in that it is laying a foundation of real value for a great city. The broad asphalted streets of Winnipeg make an impression on the visitor to this city that is always strongly favorable.

Park extensions have brought the public parks in Winnipeg to 526 acres, of which 282 acres are in the City Park, with the rest divided among 24 small parks conveniently located for use by the people.

The public schools have partaken of the general expansion. The number is now up to 33, and the value of school buildings and sites in Winnipeg is \$3,500,000. New technical school buildings that cost \$750,000 have added to the educational system of Winnipeg.

All of these improvements operate to make Winnipeg a better city to live in and to increase trade and business generally.

A work of great importance that has been carried out in Winnipeg during the past year is that which has been done in connection with the building of the Permanent Exposition Building where the Products of local factories and the natural resources of the West are on Exhibition at all times.

In a recent speech before the Manufacturers' Convention, W. Sanford Evans said: "Winnipeg offers the best home market in Canada. Winnipeg offers distribution facilities which are better than those of any other place in Western Canada. Moreover, Winnipeg offers the best labor market in the West. This is proved by the large increase in the population year by year. Now, we are not only securing a rapidly growing population, but I believe it is a fact that the City of Winnipeg is putting forward greater efforts to make this city comfortable and attractive to live in than is the case in any other city on the continent. In all the work we are doing in improving our streets and in supplying water, sewer and other services, in all that our different civic departments are doing to render this city more beautiful, in all the efforts that we have put forth in connection with education, it will be seen that Winnipeg is making extraordinary efforts not only to render the city attractive, but to make it a place that men will not only be glad to visit, but will be glad to make their homes in. Some of these results may be seen in the improvement of our sanitary conditions. This city is doing all that can reasonably be expected, to make our population healthy and contented. In these respects and in the other matters important to manufacturers and to labor, Winnipeg offers advantages which I may unhesitatingly state are better than those of any other city in Western Canada. This city has also done more than any other city of its size for the protection of property from fire by the construction of a high pressure system of proved efficiency. The credit of Winnipeg today remains good, and its financial condition is thoroughly sound. This is an important matter when a city wishes to go to outside markets for money to assist it in the development of its projects. And this also applies to the manufacturer doing business in Winnipeg. It helps him that the basis of his business—the city where his investment is made and his interests are—has a good financial name in the world.

From a business point of view, Winnipeg is excellently equipped for the large part she has to take in Canadian affairs. Of railways,

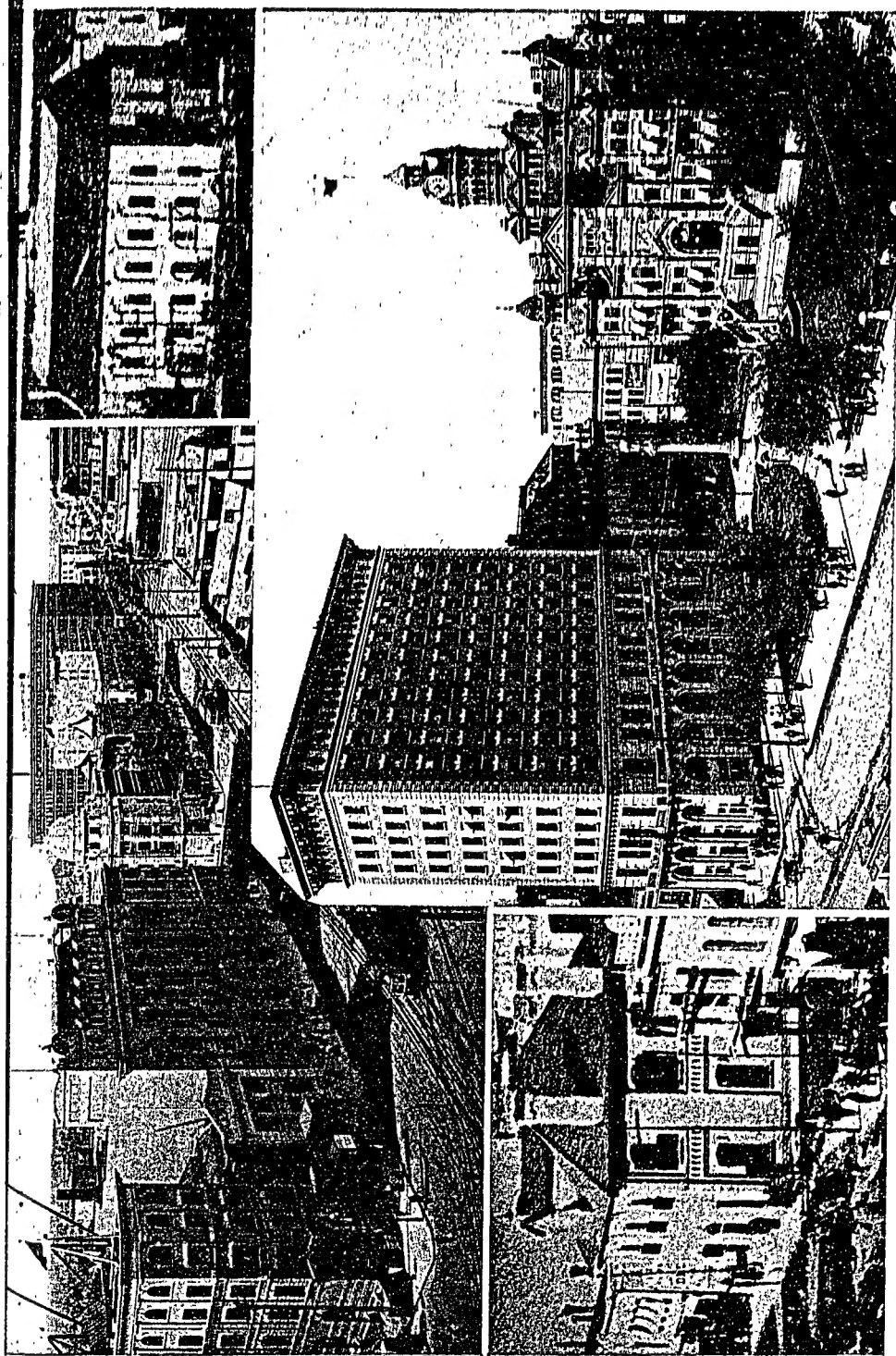
wholesale houses, banks, stores, shops, factories, and all the paraphernalia for carrying out its destiny as the biggest trade centre of Canada, Winnipeg has a plentiful supply and one that is keeping pace with the growth of the Canadian West.

The City Planning Association, which has recently been formed in Winnipeg under the auspices of the City Council assisted by other business organizations of the City will make for the advancement and promotion of all things that go towards the betterment and growth of Winnipeg. It will promote a higher degree of civic pride in the individual and public officer, and ensure that the merely practical does not blot out the beautiful in public works. Indeed its chief purpose is to see that everything possible is done to make Winnipeg a city beautiful as well as a city of great and rapid commercial and industrial growth.

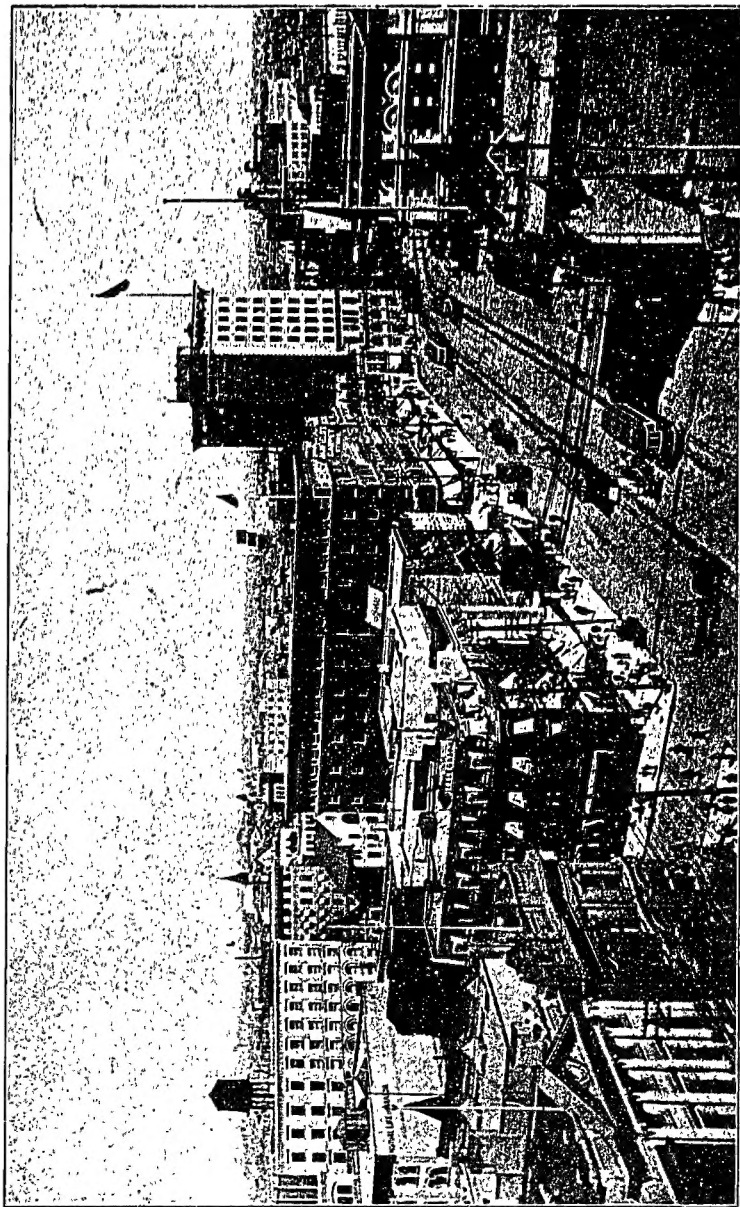
Of all the provinces of Canada Manitoba especially is likely to figure in the eyes of English and American people in the current year. Measures are even now being planned, and are, in fact, in the course of projection, to make the rich resources of this province, and the magnificent inducements she offers to the manufacturer and the settler, more widely known to the world in general. To Manitoba, Winnipeg, of course, is a kind of genial sun, shedding the rays of her prosperity on all the countryside around. The farmer who grows his crop in Manitoba, can always see, at no great distance, the great mouth of Winnipeg, open wide to receive it. His market is comparatively ready to hand, and this, of course, is a great advantage. So great a city as ours, requires to be catered for on a Brobdignagian scale, and it is hardly possible to over-rate the splendid opportunities which the city and province present to the manufacturer and the settler.

In the light of what has already been done by Winnipeg, which was but a tiny trading post on the frontier of civilization only forty years ago, who shall say what the future may not bring to this progressive city, and the West of which it is a part.

No visitor to the city should fail to pay a visit to Commissioner Chas. F. Roland, who is prepared at all times to give accurate and concrete information of the many openings for men of brain, muscle and money.



The Old and The New.—Winnipeg presents a miracle of civic growth without parallel on the continent. The small park in front of the City Hall shown in lower right view, is one of the city's show spots. It is kept fresh and beautiful throughout spring, summer and autumn with seasonable flowers and plants. The upper left hand view shows a portion of the south side of Fortage Avenue looking west. The insert below shows the old Post Office, where Winnipeggers called for their mail in 1880, and the upper insert shows the old City Hall.



A Bird's Eye View.—Winnipeg's skyline is changing so rapidly that a photograph of to-day may be out of date within the week. In two years—1910 and 1911—Winnipeg has put the enormous sum of \$32,460,200 into new buildings. In the first five months of 1912 over \$8,000,000 was added or a total expenditure of over \$41,000,000 in twenty-nine months.